
4/3/1 (Item 1 from file: 148) DIALOG(R)File 148:Gale Group Trade & Industry DB (c)2008 The Gale Group. All rts. reserv.

12999747 **Supplier Number:** 69237237 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Distribution Trends 2001.(Industry Trend or Event)

Electronic News (1991) , 46 , 49 , DT22

Dec 4 , 2000

ISSN: 1061-6624

Language: English

Record Type: Fulltext

Word Count: 10927 **Line Count:** 00981

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4/3/2 (Item 1 from file: 275) DIALOG(R)File 275:Gale Group Computer DB(TM) (c) 2008 The Gale Group. All rts. reserv.

02467953 **Supplier Number:** 69237237 (Use Format 7 Or 9 For FULL TEXT)

Distribution Trends 2001.(Industry Trend or Event)

Electronic News (1991) , 46 , 49 , DT22

Dec 4 , 2000

ISSN: 1061-6624

Language: English **Record Type:** Fulltext

Word Count: 10927 **Line Count:** 00981

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4/3/3 (Item 1 from file: 349) DIALOG(R)File 349:PCT FULLTEXT (c) 2008 WIPO/Thomson. All rts. reserv.

00552837 ****Image available****

AFFILIATE COMMERCE SYSTEM AND METHOD
SYSTEME ET PROCEDE DE COMMERCE AFFILIE

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200016210 A1 20000323 (WO 0016210)

Application: WO 99US21656 19990917 (PCT/WO US9921656)

Priority Application: US 98100697 19980917

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD
GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN
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DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD
TG

Main International Patent Class (v7): G06F-015/16

International Patent Class (v7): G06F-015/167

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 18213

English Abstract

The present invention is directed to an e-commerce outsourcing system and method that provides hosts (105d-f) with transparent, context sensitive e-commerce supported pages over the Internet (110). The look and feel of a target host (105f) is captured for future use (135a-d). The look and feel is captured by receiving the identification of an example page on the target host (105f), retrieving the page (120a-c), identifying the look and feel elements of the identified page (125a-d) and storing the identified elements (135a-d). The host (105f) is provided with links correlating the host with a link for inclusion within a page on the host website for serving to a visitor computer (105a-c), wherein the provided link correlates the host website with a selected commerce object contextually related to

material in the page. The commerce object can be a product, a product category or a dynamic selection indicator. Upon activation of the product link, the visitor computer (105a-c) is served with an e-commerce support page.

French Abstract

L'invention concerne un systeme et un procede d'importation concus pour le commerce electronique permettant de doter des sites hotes (105d-f) de pages supports de commerce electronique sensibles au contexte et transparentes sur Internet (110). On saisit la richesse fonctionnelle d'un site hote voulu (105f) en vue d'une utilisation ulterieure (135a-d). On effectue cette saisie en recevant l'identification d'une page exemple sur le site hote voulu (105f), en extrayant la page (120a-c), en identifiant les elements de la richesse fonctionnelle de la page identifiee (125a-b) et en stockant les elements identifies (135a-d). Le site hote (105f) presente des liaisons permettant d'etablir une correlation entre le site hote et un lien a introduire dans une page sur le site Web hote en vue de desservir un ordinateur visiteur (105-c). Ledit lien etablit une correlation entre le site Web hote et un objet de commerce selectionne, contextuellement relatif aux elements de la page. L'objet de commerce peut etre un produit, une categorie de produits ou un indicateur de selection dynamique. Suite a l'activation du lien produit, l'ordinateur visiteur (105a-c) recoit une page support de commerce electronique.

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